



2017 SPONSORSHIP OPPORTUNITIES

CITY OF VICTORVILLE FALL FESTIVAL | VICTORVILLE, CALIFORNIA





Thank you for your consideration and support.

The City of Victorville's 2017 Fall Festival is set for Saturday, October 7, 2017 from 9 a.m. until 4 p.m. at the Civic Center located at 14343 Civic Center Drive in Victorville, California.

In 2016, we had more than 30,000 people attend from all throughout the High Desert. We have great plans in place for this year's Festival.

We've designed sponsorship packages with you in mind which are adaptable to meet your goals. We are happy to customize a sponsorship based on your requirements to create a successful partnership.

The Festival is a city-hosted special event designed for family entertainment and community involvement. The annual Festival features live entertainment, music, dance, food, vendors, service organizations, non-profit groups, kids activities and so much more.

Support our community and become a sponsor for this year's Fall Festival and receive many sponsorship benefits.

For more information, please don't hesitate to call me. Additional applications may be downloaded on our website, www.victorvilleca.gov - Quick Link Fall Festival.

Thank you for your consideration and support. We hope you join us on Saturday, October 7, 2017.

Monica Petersen

Monica Petersen
Community Relations Coordinator

City of Victorville
Community Services Department
14343 Civic Center Drive
Victorville, CA 92393-5001
760-955-3306



SATURDAY
OCTOBER 7, 2017

14343 Civic Center Dr.
Victorville
9 a.m. - 4 p.m.

CITY OF VICTORVILLE 2017 FALL FESTIVAL SPONSORSHIP APPLICATION

In Support of the City of Victorville 2017 Fall Festival,
please sign me up for the following sponsorship level:

- ☐ Presenting Sponsor \$8,000
- ☐ Platinum Sponsor \$4,000
- ☐ Gold Sponsor \$3,500
- ☐ Silver Sponsor \$2,500
- ☐ Bronze Sponsor \$1,500
- ☐ Friend Sponsor \$300

Company / Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Phone (_____) _____

Cellular (_____) _____

Fax (_____) _____

E-mail _____

Please charge my: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

No. _____ Exp. _____

Name on credit card _____ Signature _____

☐ YES! Assign us a free space (Silver Sponsors and above). ☐ NO. A free space is not needed.

☐ I'm interested in purchasing a booth space size _____

Please make checks payable to: **CITY OF VICTORVILLE**

Mail to: City of Victorville, Attn: Monica Petersen, PO Box 5001, Victorville, CA 92393-5001

FAX application to: 760-_____

For more information, please contact the City of Victorville Fall Festival committee representatives:
Monica Petersen at 760-955-3306, email: MPetersen@CI.VICTORVILLE.CA.US
Becky Wasserman at 760-243-1969, email: bwasserman@victorvilleca.gov
760-269-0024

Sponsorship deadline applies to printed materials. **THANK YOU.**



Exposure Opportunities.

The City of Victorville Fall Festival attracts attendees from not only Victorville, but all of the High Desert. As you can see, our marketing strategy is comprehensive and we would love to have you be a part of it.

Marketing for You!

- Posters
- Flyers
- Postcards
- Program
- Direct Mail
- Local Television
- Radio
- Newspapers
- Magazines
- Newsletters
- Stage Announcing
- Outdoor Media
- Banners
- E-Blasts
- Rack Cards
- Facebook
- Instagram
- Website
- And more!



PRESENTING SPONSOR

\$8,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Presenting Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Presenting Sponsor

- VIP Table with chairs (10)
- VIP Parking passes (5)
- Logo on 13 bus shelter locations
- Main Stage and Community Stage Banner logo
- Event program logo
- Logo placement in City of Victorville Rec Pages distributed to more than 40,000 Victorville mailboxes
- Recognition during event by announcer (10)
- Two public announcements during event on main stage (2)
- Two public announcements during event on kids stage (2)
- Premium booth space 20' x 20' - Reserve by 9/4/2017
- Larger logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Mentioned in radio ads
- Recognition on website with link
- Four 4' x 12' giant banners displayed at event fencing
Please provide banners.
- Category exclusivity
- First right of refusal for 2018 (Deadline June 4, 2018)

*Deadline applies to logo on printed materials and booth space.



PLATINUM SPONSORS

\$4,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Platinum Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Platinum Sponsors

- VIP Table with chairs (6)
- VIP Parking passes (3)
- Logo on 13 bus shelter locations
- Main Stage and Community Stage Banner logo
- Event program logo
- Recognition during event by announcer (5)
- One public announcement during event on main stage (1)
- One public announcement during event on kids stage (1)
- Premium booth space 10' x 20' - Reserve by 9/4/2017
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Mentioned in radio ads
- Recognition on website with link
- Two 4' x 12' giant banners displayed at event fencing
Please provide banners.
- First right of refusal for 2018 (Deadline June 4, 2018)

*Deadline applies to logo on printed materials and booth space.



GOLD SPONSORS

\$3,500

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Gold Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Gold Sponsor

- VIP Table with chairs (4)
- VIP Parking pass (2)
- Logo on 13 bus shelter locations
- Main Stage and Community Stage Banner logo
- Event program logo
- Recognition during event by announcer (4)
- One public announcement during event on main stage (1)
- One public announcement during event on kids stage (1)
- Premium booth space 10' x 10' - Reserve by 9/4/2017
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Recognition on website
- One 3' x 6' banners displayed at event fencing.
Please provide banners.
- First right of refusal for 2018 (Deadline June 4, 2018)

*Deadline applies to logo on printed materials and booth space.



SILVER SPONSOR

\$2,500

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Silver Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Silver Sponsor

- VIP Table with chairs (2)
- VIP Parking pass (1)
- Logo on 13 bus shelter locations
- Main Stage and Community Stage Banner logo
- Event program logo
- Recognition during event by announcer (1)
- One public announcement during event on kids stage (1)
- Booth space 10' x 10' - Reserve by 9/4/2017
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Recognition on website

*Deadline applies to logo on printed materials and booth space.



BRONZE SPONSOR

\$1,500

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Bronze Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Bronze Sponsor

- Logo on 13 bus shelter locations
- Main Stage and Community Stage Banner logo
- Event program logo
- Recognition during event by announcer (1)
- Small logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Recognition on website

*Deadline applies to logo on printed materials and booth space.





FRIEND SPONSOR

\$300

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Friend Sponsor of the 2017 Fall Festival. Unlimited possibilities are available to maximize the benefits to your company.

Friend Sponsor

- Event program mention
- Small logo on marketing materials which include, but, not limited to: Ads, flyers, poster, postcards, rack cards, website, signs, e-mail blasts, facebook, social media, banners, retractable signs, and more.
- Recognition on website

*Deadline applies to logo on printed materials and booth space.

CITY OF VICTORVILLE

Fall Festival

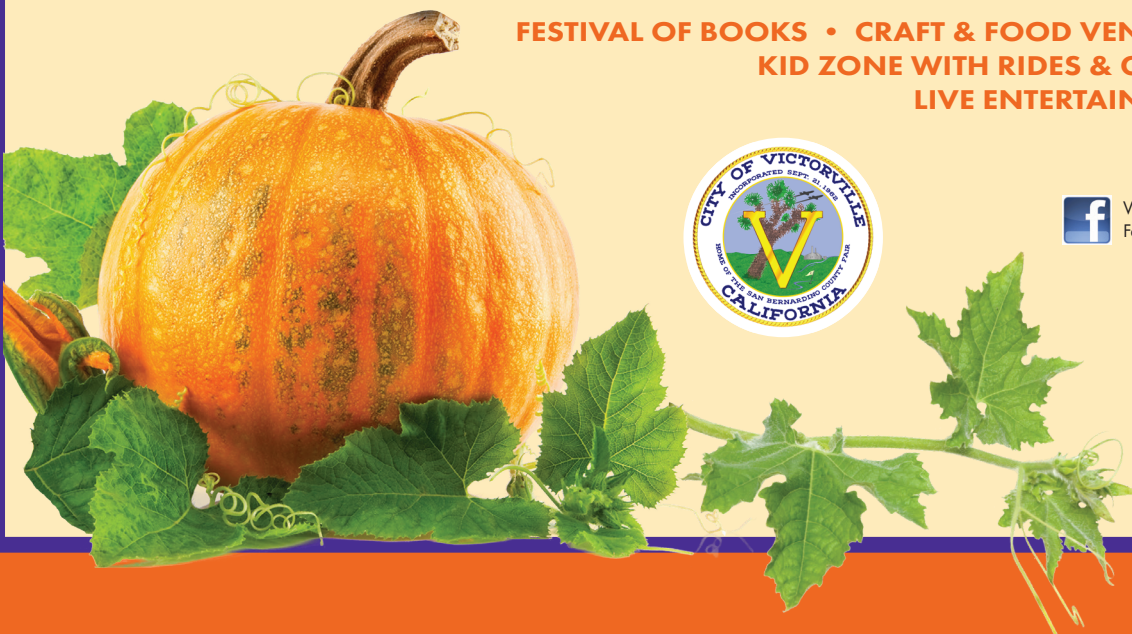
2017

CELEBRATING COMMUNITY

SATURDAY, OCTOBER 7

9 A.M. – 4 P.M. • VICTORVILLE CITY HALL • 14343 CIVIC DRIVE
FREE PARKING • FREE ADMISSION • FREE KIDZONE

**FESTIVAL OF BOOKS • CRAFT & FOOD VENDORS
KID ZONE WITH RIDES & GAMES
LIVE ENTERTAINMENT**



WWW.VICTORVILLE.CA.GOV